



EXECUTIVE DIRECTOR/STAFF REPORT: December 2008

- **Visitor Guide Fulfillments** Mail: **325** Email: **1,551** Downloads: **18**
 - Tour Texas – 52
 - Southern Living – 30
 - Texas Monthly – 2
 - TTIA File Folder – 5
 - See Texas First – 236
 - See Texas First e-brochure – 1,551
 - Tour Texas PDF Downloads – 18
- **Convention Groups Serviced:**
 - NCAA College Cup
- **Site Inspections:**
 - Securustech w/Embassy Suites
 - Pizza Hut Planners w/Westin & Embassy
- **Meetings/Events Attended:**
 - Final 08 DFWATC Board of Directors Meeting
 - Sunrise Rotary
 - Marketing Committee
 - Winter Games Meeting
 - Comfort Suites Grand Opening
 - PrimeTime Sports Meeting (Bidding on 3 yr. Contract)
 - SIRE Software City Council Agenda Training
 - TexITE Meeting to review Contract Details
 - Mini-FAM for Yum Brand / Pizza Hut Meeting Planners
 - Live Radio Show Interview
 - Leadership Frisco (City Day)
 - Tour Leader Dinner w/Renee Plata
 - Strictly Local Lunch Meeting
 - Aloft Ribbon Cutting Event
 - Promo Item Vendor Meeting w/Print Synergies
 - CVB & IT Annual Meeting
 - Meeting to discuss possible Car Show at Heritage Museum
 - MPI DFW Chapter Gala at Union Station
 - CVB/EDC Holiday Luncheon
- **Presentations:**
 - Monthly Report to City Council

- **Sales Missions/Travel:**
 - Washington, D.C. – National Coalition of Black Meeting Planners
 - Austin, TX – Sales Calls & TSAE Annual Holiday Luncheon
- **Day Trips Generated**
 - Mad Hatters arriving on January 21, 2009
- **Special Projects:**
 - Completed Housing Set-Up in IDSS
 - Reviewed New Visitors Guide Draft
 - Year End Clean Up of IDSS
 - Holiday Client/Partner Cards (sign & mail)
 - Updated Services Lists
 - MPI DFW Charity Event – Love for Kids
 - Email Campaign & Calls from free Hotel Resource List Obtained